

Iryna Biletska

Ivano-Frankivsk Research and Educational Institute of Management, West Ukrainian
National University, Ivano-Frankivsk

ORCID ID: <https://orcid.org/0000-0002-6906-7161>

DEVELOPMENT OF THE RESEARCH METHODOLOGY IN THE FIELD OF INNOVATION MANAGEMENT UNDER THE CONDITIONS OF ECONOMIC DIGITALIZATION

The digitalization of the economy, together with the rapid diffusion of artificial intelligence technologies, big data, and digital platforms, is transforming not only innovation management practices but also the methodological foundations of scientific research in this field. These changes necessitate a reconsideration of traditional research instruments, the systematization of emerging methodological approaches, and the development of an integrated methodological framework capable of providing a comprehensive understanding of innovation processes in a digital environment. The purpose of this study is to investigate the trends in the development of research methodology in the field of innovation management under the conditions of economic digitalization, to systematize contemporary methodological approaches, research methods, and analytical tools, to identify the key vectors of their transformation, and to develop an original architecture of the contemporary research methodology for innovation management. The methodological framework is based on the systemic, process-oriented, and interdisciplinary approaches, together with methods of scientific generalization, comparative analysis, systematization, content analysis, bibliometric analysis, structural-logical modeling, and graphical visualization. The empirical basis of the study comprises recent scientific publications on innovation management as well as the proceedings of the International Scientific and Practical Conference “Management of the XXI Century: Globalization Challenges” covering the period from 2017 to 2026. The study systematizes contemporary methodological approaches to innovation management research, summarizes the evolution of scientific priorities and methodological instruments, classifies the main groups of research methods and digital analytical tools, identifies the principal vectors of methodological transformation, conducts a content analysis of the key concepts characterizing the field, and proposes an original architecture of the contemporary research methodology for innovation management. The proposed architecture integrates classical, analytical, and digital research methods within a systemic, process-oriented, and interdisciplinary framework.

Keywords: systematic literature review; bibliometric analysis; content analysis; digital transformation; interdisciplinarity.